



Job Description

Associate Marketing and Communications Changemaker

Type of Contract	Full-time or part-time (minimum 20hrs per week)
Length of Contract	Join us for six months with the intention of progress to full-time employment
Start Date	1 st Jan 2023
Office / Location	<i>Virtual – Home Based</i>

Overview Organisation	<p>The Global Destination Sustainability Movement is a collaborative platform that acts to catalyse transformation in the tourism and events industry by engaging, inspiring, and enabling destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in.</p> <p>We seek to accelerate the transformation from "destination marketing at whatever cost" towards destination management and stewardship that offers shared value. Our mission is to promote and develop regenerative and circular strategies, skill sets and mindsets that will enable destinations of the future to thrive.</p> <p>At the core of the GDS-Movement is the Global Destination Sustainability Index; the world's leading sustainability benchmarking and performance improvement programme for destinations and their visitor economy.</p> <p>We are a passionate, dynamic, and growing global team, totally committed to building a regenerative visitor economy. We love time in nature, a healthy work-life balance, laughing, and living life to the full. Find out more at www.gds.earth</p>
Job Objective	<p>We are growing and looking for an aspiring Changemaker to join our team. Are you passionate about sustainability and regeneration? Are you keen to work with a lively group of driven and dedicated consultants who want to change the world?</p> <p>As one of our Changemakers you will be a key part of the GDS Communications team, tasked with providing content and support to the marketing manager and GDS-Movement consultants. You may work on a social media schedule one day, produce a text-based video the next, update the WordPress website, re-design a presentation, or write a press release and blog.</p> <p>You are a great writer, creative, flexible, and understand the role of business communication in reaching business objectives.</p>

Main Responsibilities	<ul style="list-style-type: none"> ▪ Create and distribute communications content for destination and organisation partners, including (and not limited to) press releases, blog posts, social media posts, presentations, reports, and text-based videos ▪ Create, develop and support communication of the GDS-Index and our member initiatives through our website, social media platforms, and thought leadership articles ▪ Develop presentation material for client workshops ▪ Create and design newsletters and manage media lists for Europe and the USA ▪ Assist with research projects, and the development and implementation of creative content materials that communicate their results ▪ Support the upkeep and management of our best practices database
Reporting	<ul style="list-style-type: none"> ▪ Internally, the Communications Changemaker will report to the Marketing Manager during the internship.
Skillset Requirements	<ul style="list-style-type: none"> ▪ Studying to complete or graduated with a Master's degree in Marketing/Communications, Events, Sustainability, or the Social Sciences. ▪ Energy, knowledge, and drive to create communication materials that support the aims of the GDS-Movement and its business pillars ▪ The ability and self-discipline to work remotely and co-creatively to deliver great communications in a hyper-collaborative team. A creative thinker and problem solver ▪ Design skills to deliver on a brief from start to finish ▪ Time-management- and deadline-focused
Specific Technical Skills	<ul style="list-style-type: none"> ▪ Excellent knowledge of Microsoft Office, including Excel, PowerPoint, and Word ▪ Good working knowledge of WordPress, Canva, Adobe Photoshop, and other creative design packages (desired) ▪ Experience with social media content creation, curation, and management to reinforce a brand and/or related campaigns
Additional Requirements	<ul style="list-style-type: none"> ▪ Fluency in written and spoken English, with advanced French, Spanish, or German highly desirable. ▪ A portfolio demonstrating both your excellent design skills and your eloquent and audience-specific copywriting abilities ▪ Demonstratable commitment to sustainable practices and regenerative philosophies.
Salary	<ul style="list-style-type: none"> ▪ 900€/month for 40-hour weeks, or proportionate to hours worked
Travel	<ul style="list-style-type: none"> ▪ You will be required to travel to Barcelona and other destinations occasionally